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BUSINESS PAGE

The Economic
Development
Newsletter
for Sunnyvale
Businesses
Summer 2006

Sunnyvale
City of Sunnyvale
P.O. Box 3707
Sunnyvale CA 94088-3707



Support your local
Sunnyvale businesses!

Small Business Development Center Opens Satellite Office at CONNECT! Join them for their Ribbon Cutting/Open House Event

When: Tuesday, July 18, 2006
Time: 2:00-3:00 p.m.
Location: CONNECT! Center
420 South Pastoria Ave., Sunnyvale

The Small Business Development Center (SBDC) is now offering services at the CONNECT! Center in Sunnyvale. The event will highlight SBDC services, as well as other business services available through the CONNECT! one-stop collaborative.

SBDC's counselor, Bob Komoto, is available to meet with individuals at the Center on Tuesday and Thursday afternoons from 1:00 pm to 5:00 p.m. If you are interested in scheduling an appointment, please call SBDC at 408-494-0240. You can also schedule an appointment during the Open House.



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Sunnyvale

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Without a doubt, the redevelopment of the Town Center Mall site is one of the most significant projects in Sunnyvale. While the project got off to a great start last fall, work did not restart as planned as we moved into 2006, raising City Council's concerns.

A number of questions have been raised about the project. To help answer these, a special *Community Update* has been created by the City to keep our residents and businesses informed. We are pleased to include a copy inside this business mailing.

While there have been rumors and some misinformation circulated in the community about the project, the enclosed *Community Update* details the City's view of the project and

underscores that the project has not changed in scope or nature since the development agreement was signed last year.

Since Council raised their concerns and put the developer on notice that they were in breach of their agreement with the City, there has been communication between the developer and the City. To get the latest information on the evolving status of the redevelopment project, we invite you to check the City's website at www.sunnyvale.ca.gov and click on the redevelopment project link near the top of the home page. You may also go directly to our web downtown page at downtown.inSunnyvale.com. Through our web pages, KSUN-15 television, *Community Updates* and the news media, we will keep you informed of the project's progress.

On June 2, 2006 students from Sunnyvale's Fremont High School Biotech class, taught by Jennifer Blackburn and Deborah Kumar, visited a Sunnyvale biotech clean room. This is the first year of the Biotech Class at Fremont High School and it is one of the first High School Biotech Curriculums in the State of California.

These Sunnyvale students learned how to manufacture Whole Human Genome Biochips in a Sunnyvale Biotech Clean room at TeleChem International Inc, ArrayIt® Life Sciences Division. Assisting the students was Todd J. Martinsky, Vice President and co-founder of TeleChem International and Paul Haje, Director of Public Relations. Also in attendance was Sunnyvale's Vice Mayor and Economic Development staff.



If you have a program or service that benefits schools and would like to share your story, please send us your information to econdev@ci.sunnyvale.ca.us or call Economic Development staff at 408-730-7607.



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Downtown
Redevelopment
Project

Biotech in
High School?

The California Association for Local Economic Development has established the California Enterprise Development Authority (CEDA) Joint Powers Authority (JPA). CEDA's Phase I goal is to maximize the availability of capital to California small and medium sized businesses for expansion and job creation through an innovative gap financing program. In Phase II, CEDA will act as a statewide clearinghouse for economic development financing resources—going beyond the rules and regulations of financing programs to provide referrals and assistance in structuring projects and in finding the most appropriate avenues to get them financed. The CEDA will be dedicated to the issuance of conduit revenue bonds for economic development projects.

CEDA offers a focused economic development financing program combining tax-exempt and taxable Industrial Development Bonds (IDBs) with low-interest subordinate loans resulting in a low down payment and a low blended interest rate. CEDA has secured a commitment from its partner Community Reinvestment Fund to provide these subordinate loans, providing their credit requirements are met. Given that IDBs are typically “strong credits,” this should not be a stumbling block.

Impact Fee Financing Program

The Statewide Community Infrastructure Program (SCIP) is a development impact fee financing program for roads, water, sewer, storm drainage, parks, etc. that can be funded by tax-exempt bonds. SCIP is an economic development tool for residential, commercial and industrial projects, for which developers must pay substantial impact fees to obtain permits. SCIP can be used as an alternative to acquisition type financing to pre-fund impact fees. SCIP also offers a refund program to developers who paid fees up-front. The property owners are responsible for paying the bond back to the California Statewide Communities Development Authority (CSCDA) who imposes a special assessment on the owner's property to repay the portion of the bonds issued to finance the fees paid with respect to the property. The bonds are typically issued in July of each year. However, in 2006, CSCDA anticipates issuing bonds in July and October. If there is a large enough volume—\$5-6 million statewide—they can issue the bonds even more frequently. The program is available to one or to multiple developers for

fees paid to a local agency to mitigate the impact of development and which will ultimately be used by the local agency to pay for the costs of public infrastructure.

If you would like more information about the California Enterprise Development Authority program or the Statewide Community Infrastructure Program, contact the City of Sunnyvale Economic Development Division at 408-730-7628 or econdev@sunnyvale.gov.

Small Business Administration (SBA) 504 Loan Program

The Small Business Administration (SBA) 504 Loan Program offers loans to any small business and are not restricted to distressed or underserved areas. Proceeds must be used for fixed asset projects such as purchasing land and improvements, including existing buildings, grading, street improvements, utilities, parking lots and landscaping; construction of new facilities, or modernizing, renovating or converting existing facilities; or purchasing long-term machinery and equipment. The intent is to create jobs and help small businesses own their own facilities. 504 loans are marketed, processed, closed, and serviced by Certified Development Corporations (CDC) throughout California.

For more information contact SBA at 415-744-6820 or visit www.sba.gov.

Employment Training Panel (ETP):

Employment Training Panel (ETP) is a State of California agency that provides up to \$85 million in job training funds annually to employers throughout the state. Businesses determine their own training needs and how best to provide the training. The retraining programs focus on training employees in companies that have out-of-state competition to help these companies be more competitive at their California locations. The small business program provides training for companies with 100 or fewer employees. New-hire training programs train the unemployed and programs are administered by training agencies and approved vocational schools. To earn ETP reimbursement, trainees must receive at least 24 hours of training and complete a 90-day employment retention period following completion of the training. Most types of training can be included in the curriculum, including literacy skills training if an assessment is done prior to the training.

For more information contact ETP at 916-327-5262 or email edu@etp.ca.gov.

The Sunnyvale Public Library Offers a Wealth of Business Information Resources for the Entrepreneur: Marketing and Sales

The Sunnyvale Public Library has a wealth of informational tools to help you with your search for, and management of, a small business endeavor. We have a Business Reference Collection that is devoted to sources related to business and finance. In the fall of 2006, the staff will be featuring a new class highlighting online resources for starting a business. Established small business owners will be able to also benefit from this class. Consult our “Between The Lines” library newsletter, or our website (sunnyvalelibrary.org) for further information.

The Importance of Marketing and Sales to the Entrepreneur

At the Sunnyvale Public Library, the Business collection (online and in print) offers you great resources that will help you to research and grow your marketing and sales skills. First, let's take a look at a definition of marketing:

In General, What Does Marketing Mean To The Entrepreneur?

According to the U.S. Small Business Administration:

Marketing activities are numerous and varied because they basically include everything needed to get a product off the drawing board and into the hands of the customer. The broad field of marketing includes activities such as designing the product so it will be desirable to customers (using tools such as market research and pricing); promoting the product so people will know about it (using tools such as public relations, advertising, and marketing communications); and exchanging it with the customer (through sales and distribution).

Strategies for Answering Marketing and Sales Questions:

Searching for industry information:

The **Encyclopedia of Associations** is one resource that offers a wealth of contact information for just about every industry. Research an industry association to see what it has to say about trends in the industry. Below are other informational avenues that you can use to search for industry information:

- **Networking with colleagues:** Consult with other people in the industry for ideas and perspective. You can locate them through directory databases and trade associations.

- **Finding ideas in books:** The Sunnyvale Public Library offers a great collection of published material that covers aspects of marketing for various stages and levels of marketing.

- **Finding ideas on websites:** The Sunnyvale Public Library offers you resources on where to locate a wealth of marketing and sales ideas, techniques, and tutorials on reputable websites.

- **Finding ideas in databases:** The Sunnyvale Public Library has several business-related databases. They can be searched for marketing and sales ideas. For instance, in our “Business and Company Resource Center” database, you can search in an article database with keywords such as “marketing” or “sales” and limit the search to industry specific journals, you can sometimes find useful ideas.

- **Finding prospects:** You may often want to identify prospects to whom to direct your marketing and sales efforts. One database in particular, **ReferenceUSA**, is an exceptional online database tool for the small business owner. Sunnyvale Public Library patrons are able to access remotely.

Also, the staff at the Adult Services Reference desk can further help you by:

- Finding sources for buying targeted mailing or prospect lists
- Finding venues where they can network with prospects, such as chamber of commerce meetings, or various community, professional, or special interest group meetings.

In essence, the Sunnyvale Public Library a great place to find information that will enhance your business! For more information call the Sunnyvale Library at 408-730-7300 or visit www.Sunnyvalelibrary.org.

